

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: November 6, 2015

SUBJECT: Director's Report

LTAC/TAC Appointments

Lynnwood City Council voted unanimously on November 9, 2015 to reappoint all current members of the LTAC/TAC for one year terms, ending December 31, 2016. Thank you for your willingness. Your input and guidance has helped the City achieve a strong and effective tourism program. We look forward to another great year!

Smith Travel Report:

Snohomish County and Lynnwood rooms are commanding higher room prices with both ADR and RevPAR above 2014 levels. Countywide, ADR is up 4.9% and RevPAR is up 2.0%. YTD, county-wide occupancy is down 2.7% compared to STLY. The reduced occupancy may be due in part to the increased number of rooms available in our area.

Lodging Tax Revenues:

Lodging tax revenues distributed to the City of Lynnwood through the month of September 2015 totaled \$569,115. This represents \$111,807 or 23% increase over STLY. Lodging tax revenues for 2015 are projected to be approximately \$835,000.

Social Media Workshop

Tourism Manager Monroe attended the "Seriously Social" workshop, sponsored by Scenic Washington State, September 30-October 2 in Winthrop WA. The workshop focused on the use of social media to improve destination awareness, how to effectively reach out to media and how destinations across the state can partner to improve the visitor's interest and experience.

Vancouver Sales Mission:

Tourism Manager Monroe joined Committee Member Spain along with representatives from the Future of Flight, Boeing Tour, Warm Beach, Angel of the Winds Casino and Seattle Premium Outlets on a sales mission to Richland and Vancouver Canada. The group met with tour operators and media representatives to increase awareness of the attractions and lodging options in Snohomish County. Several of the operators were looking for information about pre/post

cruise activities, Seattle lodging alternatives and add-ons to shopping excursions. Interest in Washington as a shopping destination has been impacted to some degree by the exchange rate, and a new outlet mall and Nordstrom in Vancouver. However, group tours are still visiting, in particular those who arrive and depart via Sea Tac.

Next meeting: Tentatively scheduled for February 11, 2016.